

Labels and certifications to promote tourism sustainability

„Travel Green Mediterranean“

Herbert Hamele

ECO  TRANS

European Network for Sustainable
Tourism Development

Saarbrücken/ Germany

Mediterranean Sustainable Tourism Conference 2019, Barcelona, 5-7 June 2019

„In „In future our main concern will no longer be whether we can travel to every place on earth.

Our main interest will be whether it is worthwhile arriving there.“

Hermann Löns, 1908

ECOTRANS Initiatives:

- Since 1993: European projects and initiatives
- 2004: DestiNet.eu (EEA, UNWTO, UNEP)
- 2015: Tourism 2030.eu (SDG partnership)
- 2008: Global Sustainable Tourism Council
- 2017: European Tourism Labeling study (EP)
- 2016: TRIANGLE – Building a European Knowledge Alliance for Sustainable Tourism



Where we want to get to:
the SDGs 2030 are our common goal



Global Baseline Standard



Sustainable management
Socioeconomic impacts
Cultural impacts
Environmental impacts

gstcouncil.org

European Topics for Action



Tourism2030.eu

Pooling our tools

Tourism2030.eu platform & TRIANGLE Knowledge Alliance

ABOUT TOPICS WHO IS WHO COURSES & RESOURCES GOOD PRACTICE CERTIFICATION QUICKFINDER MARKET PLACE JOIN & SHARE Google Site Search Log in



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Knowledge Networking Portal for Sustainable & Responsible Tourism

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TRIANGLE KNOWLEDGE ALLIANCE



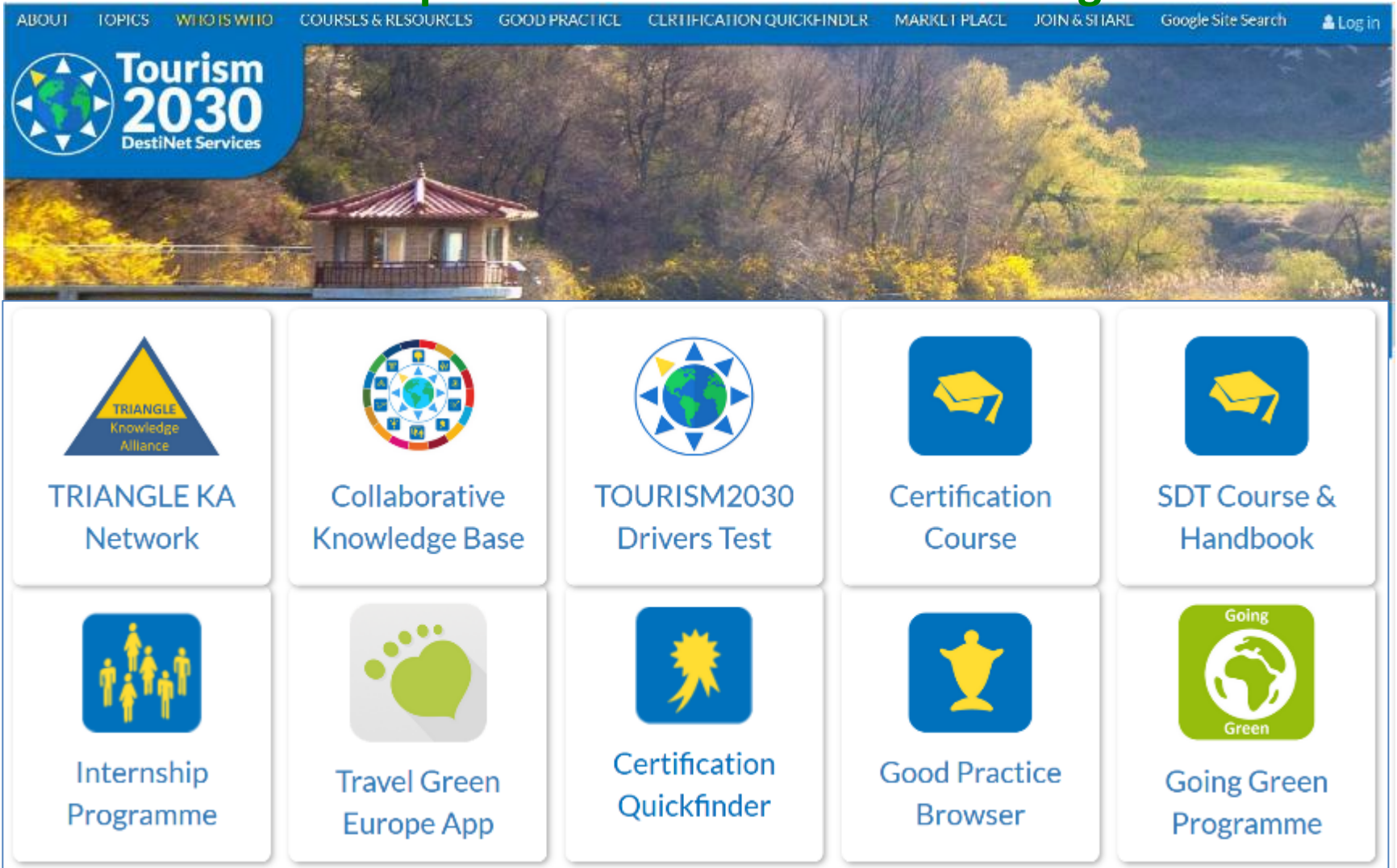
Welcome to TRIANGLE - Europe's Next Generation Sustainable & Responsible Tourism Learning Delivery Network

This is a European Sustainable Tourism Research and Monitoring Higher Education & Business Network focused on Europe's protected areas. We are working together as an Erasmus-funded Knowledge Alliance to deliver graduate level, industry-facing tourism sustainability learning experiences to support the implementation of the 2030 Agenda for tourism businesses, destination administrations, academics and students alike. This site introduces you to the range of our work.





Pooling our tools











Tourism2030.eu platform & TRIANGLE Knowledge Alliance



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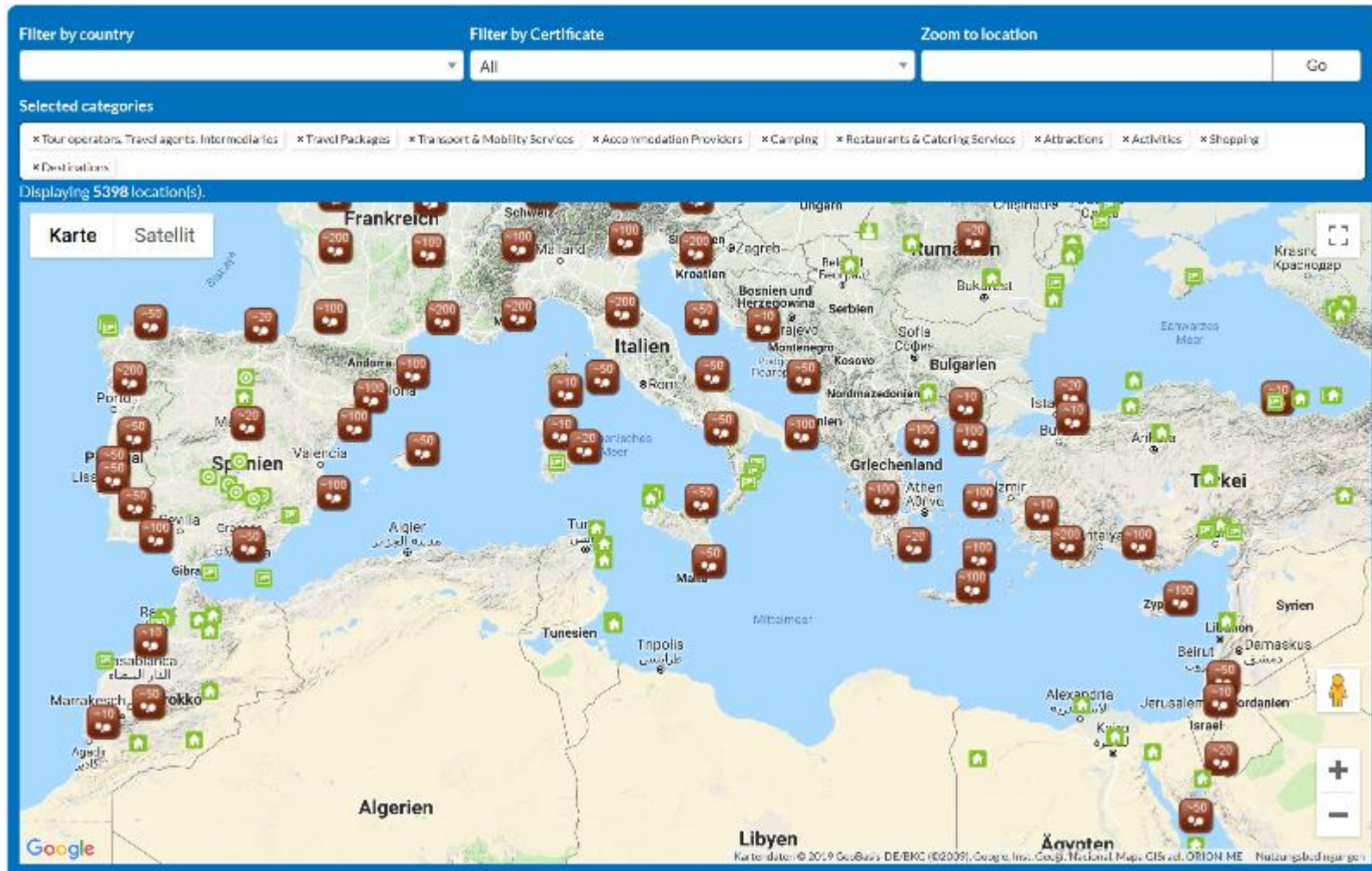
 Tourism 2030
DestiNet Services



 <p>TRIANGLE KA Network</p>	 <p>Collaborative Knowledge Base</p>	 <p>TOURISM2030 Drivers Test</p>	 <p>Certification Course</p>	 <p>SDT Course & Handbook</p>
 <p>Internship Programme</p>	 <p>Travel Green Europe App</p>	 <p>Certification Quickfinder</p>	 <p>Good Practice Browser</p>	 <p>Going Green Programme</p>

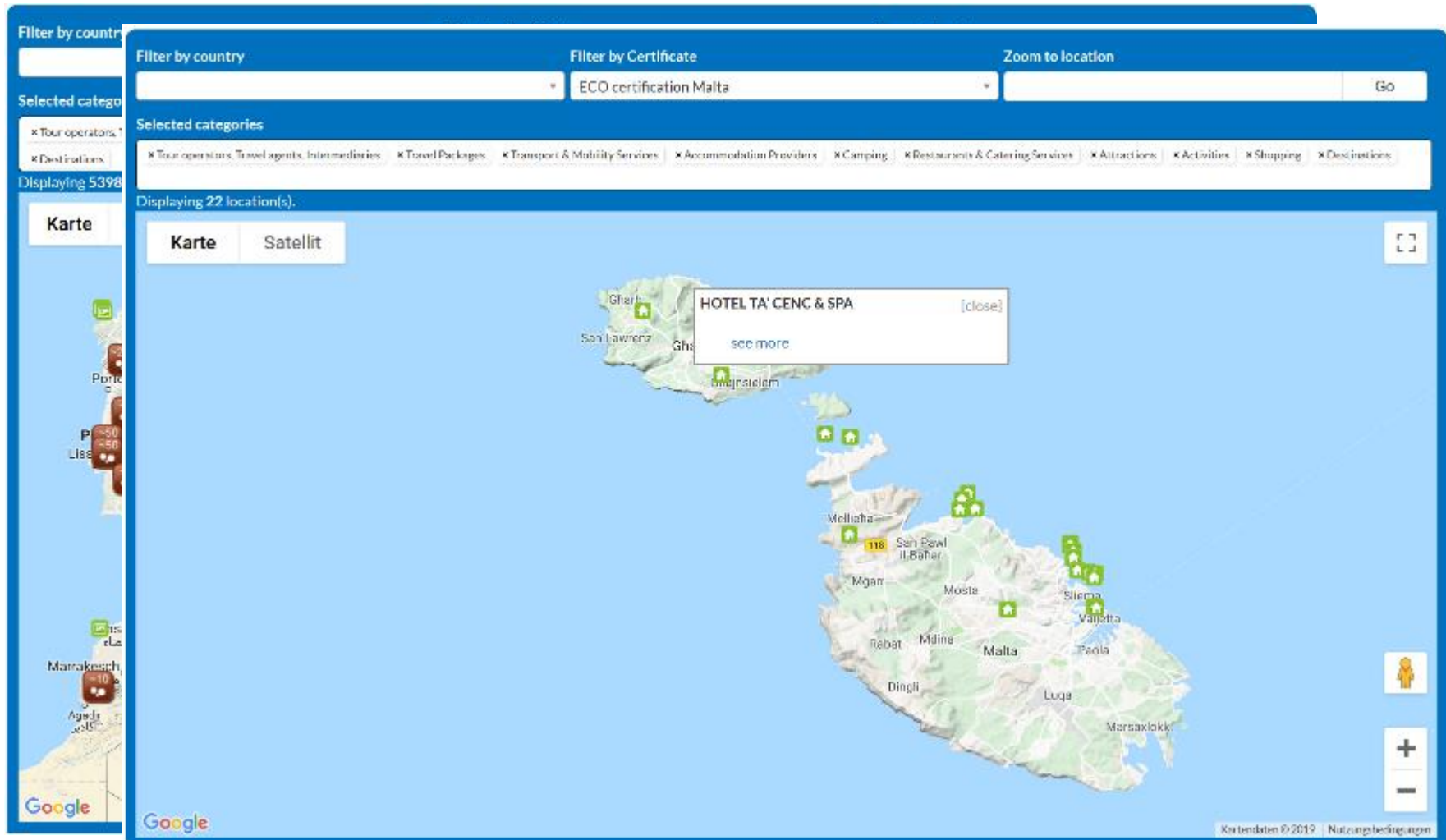
Pooling our tools

➤ GREEN TRAVEL MAPS: Free Access & Transparency on Certified Tourism in the Mediterranean



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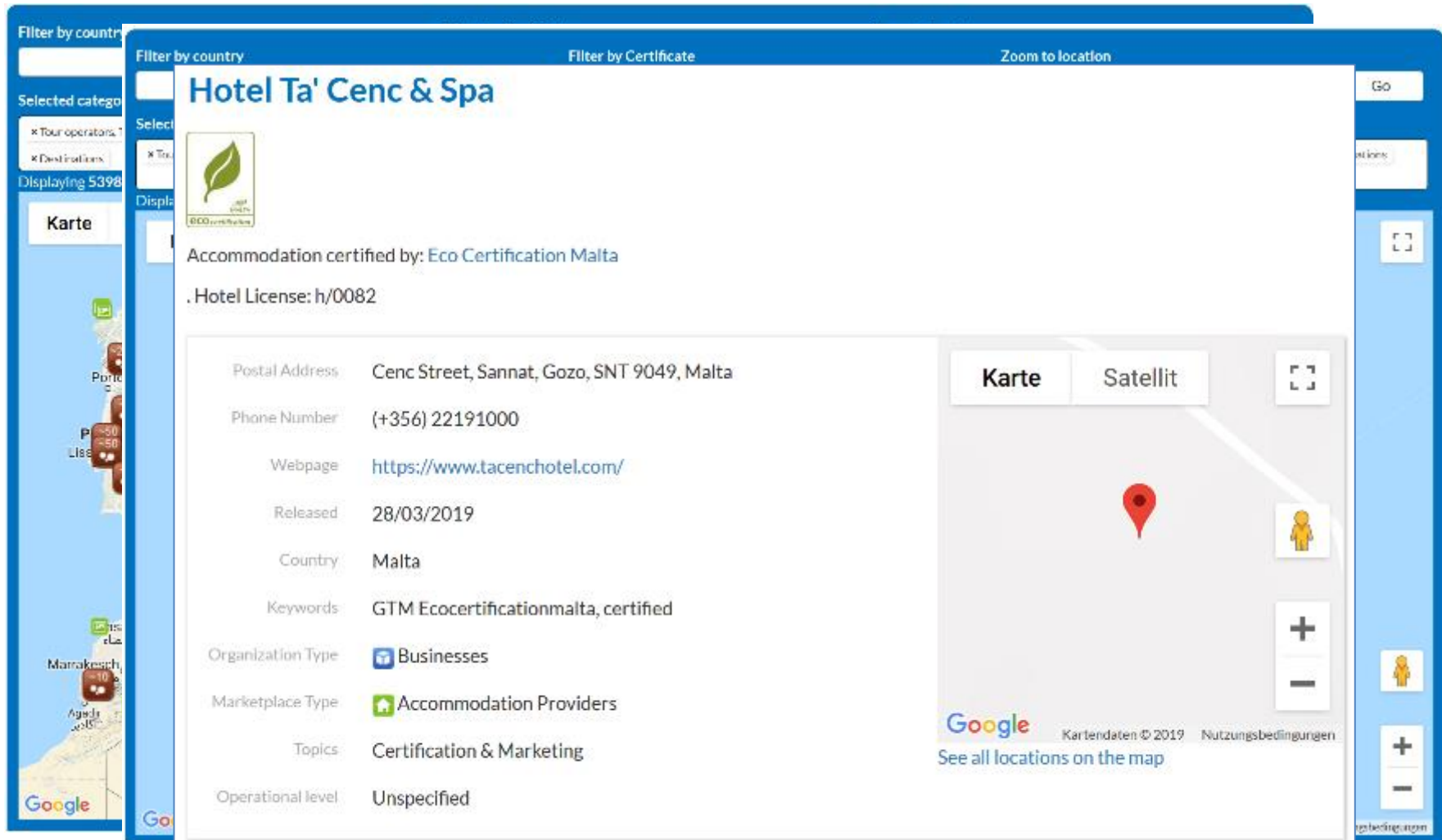
➤ GREEN TRAVEL MAPS: Free Access & Transparency on Certified Tourism in the Mediterranean



The screenshot displays the Green Travel Maps web application interface. At the top, there are search filters: 'Filter by country' (empty), 'Filter by Certificate' (set to 'ECO certification Malta'), and 'Zoom to location' (empty) with a 'Go' button. Below the filters, a 'Selected categories' section shows a horizontal list of categories: 'Tour operators', 'Travel agents, Intermediaries', 'Travel Packages', 'Transport & Mobility Services', 'Accommodation Providers', 'Camping', 'Restaurants & Catering Services', 'Attractions', 'Activities', 'Shopping', and 'Destinations'. The main map area shows 'Displaying 22 location(s)' and is currently in 'Karte' (Map) view. A pop-up window for 'HOTEL TA' CENC & SPA' is open, with a 'see more' link and a '[close]' button. The map shows the island of Malta with various locations marked with green house icons. A sidebar on the left shows a 'Karte' view of the Mediterranean region with markers for 'Porto' and 'Marrakesch'. The bottom right corner of the map includes a person icon, zoom in (+) and zoom out (-) buttons, and a copyright notice: 'Kartendaten © 2019 | Nutzungsbedingungen'.

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➤ GREEN TRAVEL MAPS: Free Access & Transparency on Certified Tourism in the Mediterranean



The screenshot displays a web interface for 'Hotel Ta' Cenc & Spa'. The interface includes a sidebar with filters and a main content area with a map and detailed information.

Hotel Ta' Cenc & Spa

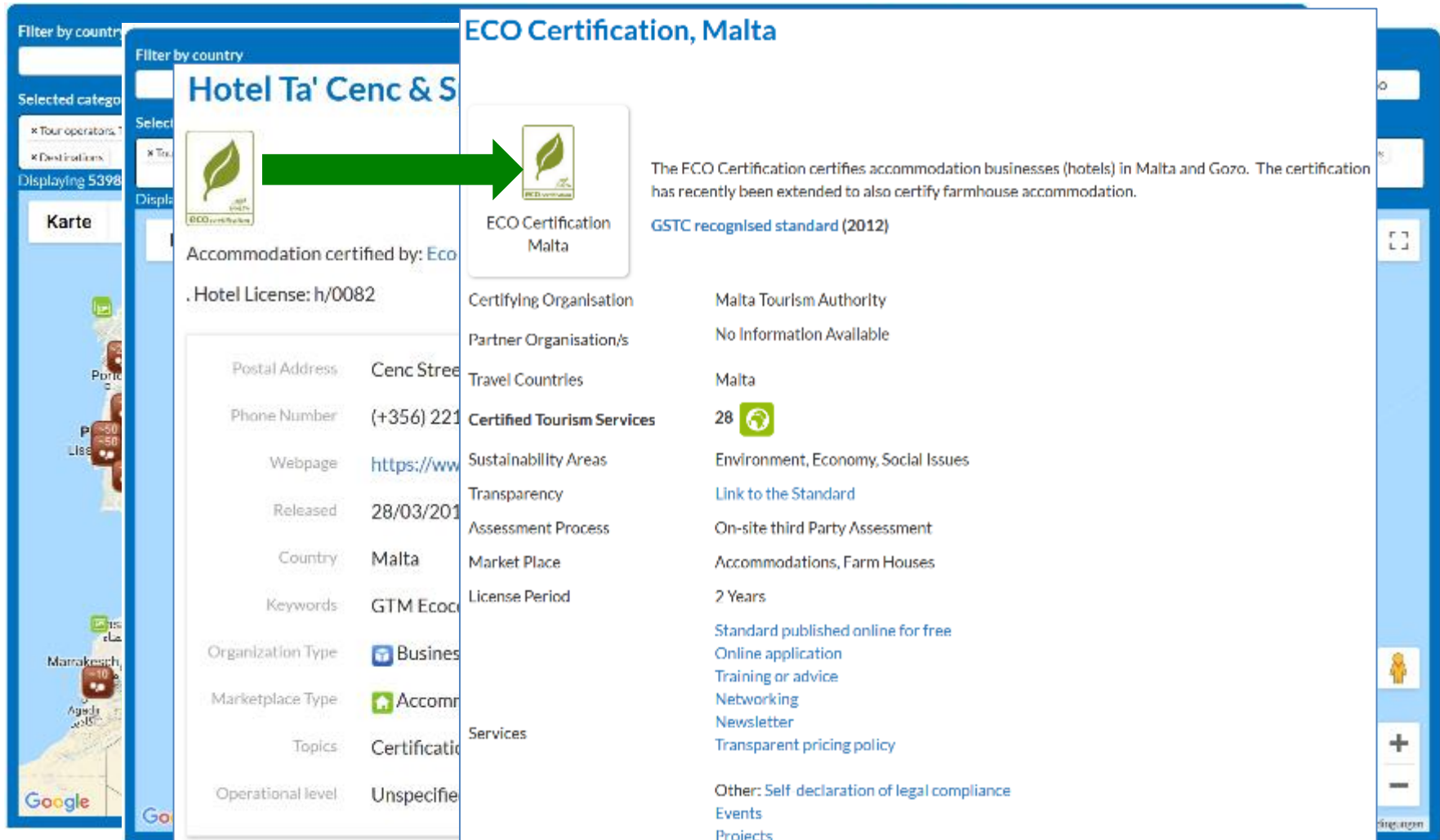
Accommodation certified by: Eco Certification Malta
 . Hotel License: h/0082

Postal Address	Cenc Street, Sannat, Gozo, SNT 9049, Malta
Phone Number	(+356) 22191000
Webpage	https://www.tacenchotel.com/
Released	28/03/2019
Country	Malta
Keywords	GTM Ecocertificationmalta, certified
Organization Type	 Businesses
Marketplace Type	 Accommodation Providers
Topics	Certification & Marketing
Operational level	Unspecified

The interface also features a map on the right side, showing the location of the hotel in Gozo, Malta. The map includes navigation controls like zoom in (+), zoom out (-), and a person icon. The Google logo and copyright information are visible at the bottom of the map area.

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➤ GREEN TRAVEL MAPS: Free Access & Transparency on Certified Tourism in the Mediterranean



ECO Certification, Malta

The ECO Certification certifies accommodation businesses (hotels) in Malta and Gozo. The certification has recently been extended to also certify farmhouse accommodation.

GSTC recognised standard (2012)

Accommodation certified by: Eco		ECO Certification Malta
Hotel License: h/0082		
Certifying Organisation		Malta Tourism Authority
Partner Organisation/s		No Information Available
Travel Countries		Malta
Certified Tourism Services		28 
Sustainability Areas		Environment, Economy, Social Issues
Transparency		Link to the Standard
Assessment Process		On-site third Party Assessment
Market Place		Accommodations, Farm Houses
License Period		2 Years
		Standard published online for free
		Online application
		Training or advice
		Networking
		Newsletter
		Transparent pricing policy
Services		Other: Self declaration of legal compliance
		Events
		Projects

Hotel Ta' Cenc & S

Accommodation certified by: Eco

Hotel License: h/0082

Postal Address: Cenc Street

Phone Number: (+356) 221


Webpage: <https://www>

Released: 28/03/201

Country: Malta

Keywords: GTM Eco

Organization Type:  Business

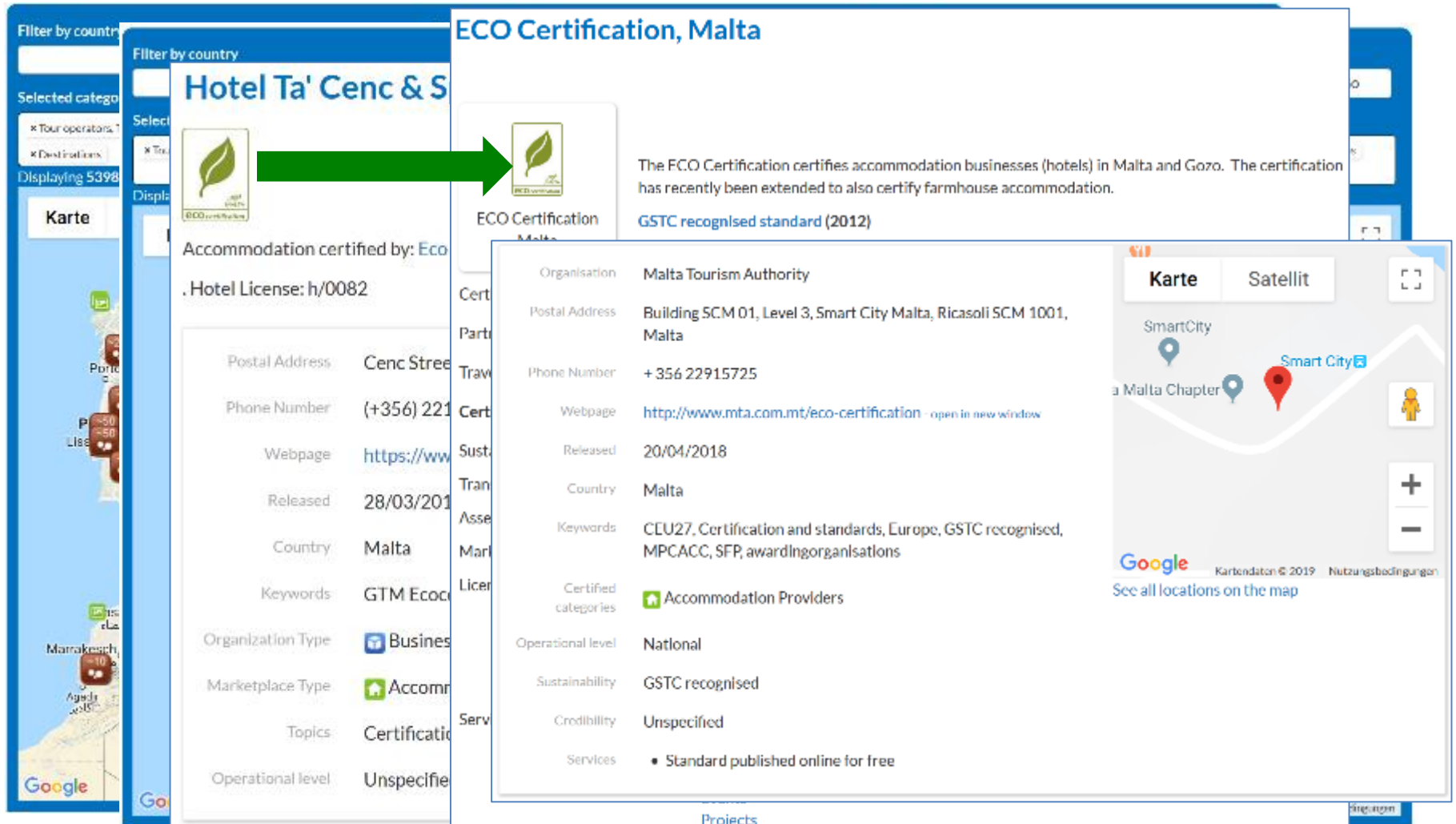
Marketplace Type:  Accommodation

Topics: Certification

Operational level: Unspecified

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➤ GREEN TRAVEL MAPS: Free Access & Transparency on Certified Tourism in the Mediterranean



ECO Certification, Malta

The ECO Certification certifies accommodation businesses (hotels) in Malta and Gozo. The certification has recently been extended to also certify farmhouse accommodation.

GSTC recognised standard (2012)

Organisation	Malta Tourism Authority
Postal Address	Building SCM 01, Level 3, Smart City Malta, Ricasoli SCM 1001, Malta
Phone Number	+ 356 22915725
Webpage	http://www.mta.com.mt/eco-certification - open in new window
Released	20/04/2018
Country	Malta
Keywords	CEU27, Certification and standards, Europe, GSTC recognised, MPCACC, SFP, awardingorganisations
Certified categories	Accommodation Providers
Operational level	National
Sustainability	GSTC recognised
Credibility	Unspecified
Services	Standard published online for free

Hotel License: h/0082

Postal Address: Cenc Street

Phone Number: (+356) 221

Webpage: <https://www>

Released: 28/03/201

Country: Malta

Keywords: GTM Ecoc

Organization Type: Business

Marketplace Type: Accommodation

Topics: Certification

Operational level: Unspecified

Map: SmartCity, Smart City Malta Chapter

Google Maps: Kartendaten © 2019 Nutzungsbedingungen

See all locations on the map

Projects

img:itgm

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➤ 50+ Labels and Certificates for Tourism in the Mediterranean

CERTIFICATION QUICKFINDER



Which certificate for my business?

The Global Certification Quickfinder helps tourism businesses, destinations and tour operators to find those certificates which are available to them in their country and which meet their expectations on the coverage of sustainability issues, the credibility level, the visibility of their certified tourism on the global Green Travel Maps and other services for their applicants and members. Test it and

1. Select your category and country
2. Filter the available certificates
3. View the profile(s) & make your choice!



Top Transparency: Certificates with Profiles & Maps



Your most appropriate category ▼

Your filters for sustainability, credibility and services ▼

Transparency on each certificate ▼

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➤ 50+ Labels and Certificates for Tourism in the Mediterranean



GLOBAL



EUROPEAN



NATIONAL
















REGIONAL/ LOCAL



<https://destinet.eu/resources/tools/certification-quickfinder>

Pooling our tools

The **Going Green** toolkit for businesses and destinations:
managing, measuring, mapping, marketing, monitoring

 11) Tourism 2030 Countdown	 12) ECOTRANS Expert Support	 1) TRIANGLE Knowledge Alliance	 2) Knowledge Base Topics
 10) Travel Green Europe App	<div data-bbox="318 721 608 1063"> <p>Your Destination</p>  <p>Going Green</p> </div>		 3) Tourism 2030 Driver Test
 9) Green Travel mapping			 4) Businesses mapping
 8) Certification Quickfinder	 7) Good Practice Browser	 6) Internship programme	 5) Certification Course



Filter by country: Spain | Filter by Certificate: Terres de l'Ebre | Zoom a la ubicación: Baños | Ir

Selected categories:

- X Tour operators, Travel agents, IT, Technology
- X Travel Packages
- X Transport & Mobility Services
- X Accommodation Providers
- X Consulting
- X Restaurants & Catering Services
- X Activities
- X Attractions
- X Shopping
- X Destinations

Displaying 87 locations:

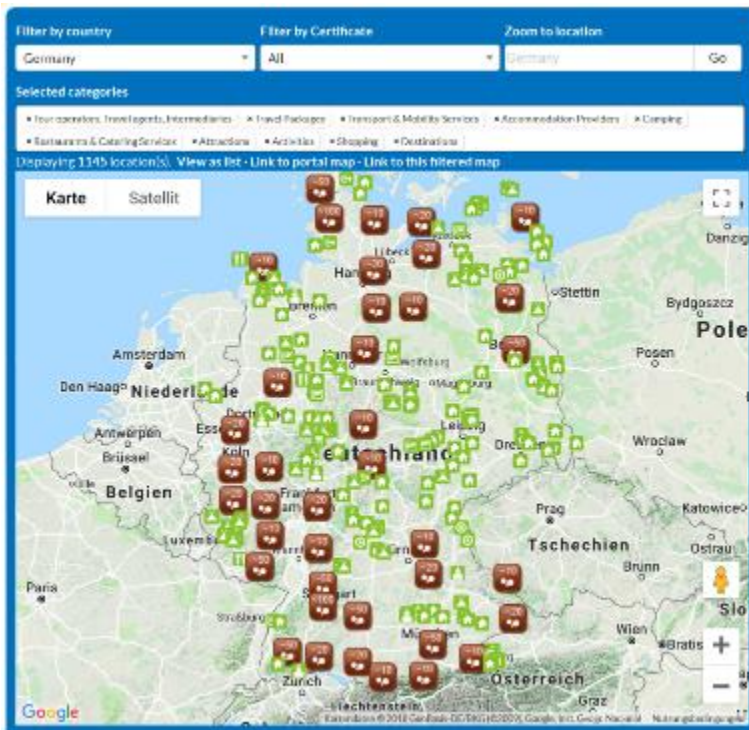
Karte | **Satellit**

Google

Terres de l'Ebre
RESERVA DE LA BIOSFERA

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The **Green Travel Maps** for national tourism offices, booking services, tour operators and travel agencies.



Germany 

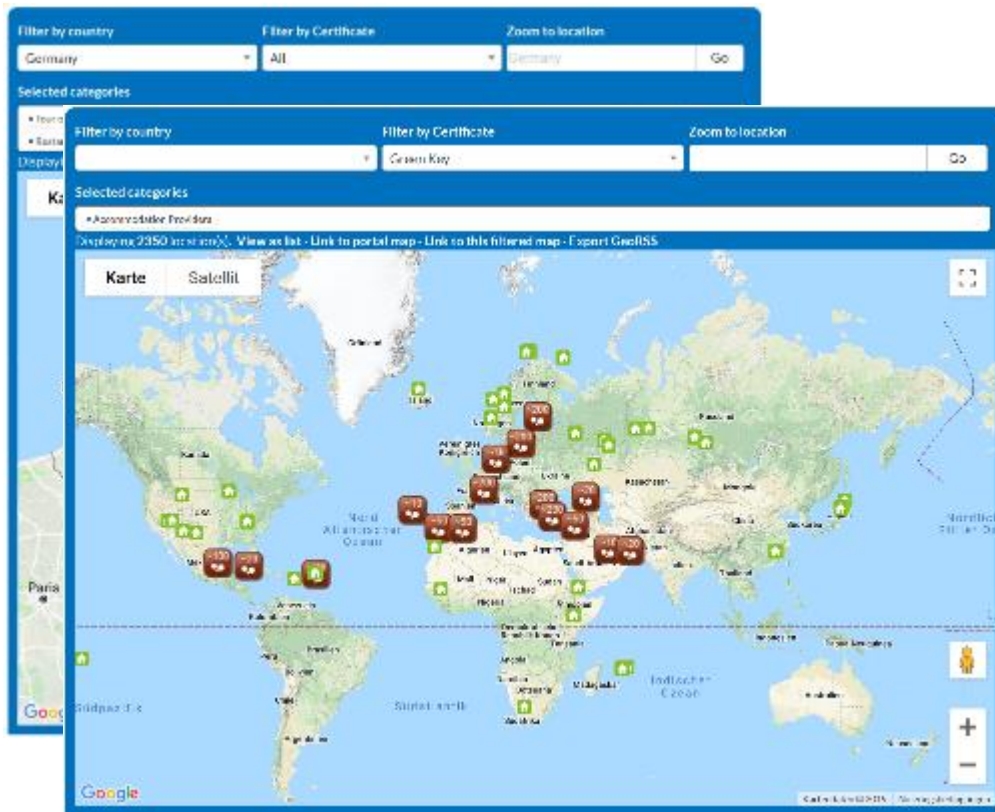
The travel destination

www.germany.travel

► **Destination Germany - a Sustainable Experience**

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The **Green Travel Maps** for national tourism offices, booking services, tour operators and travel agencies.



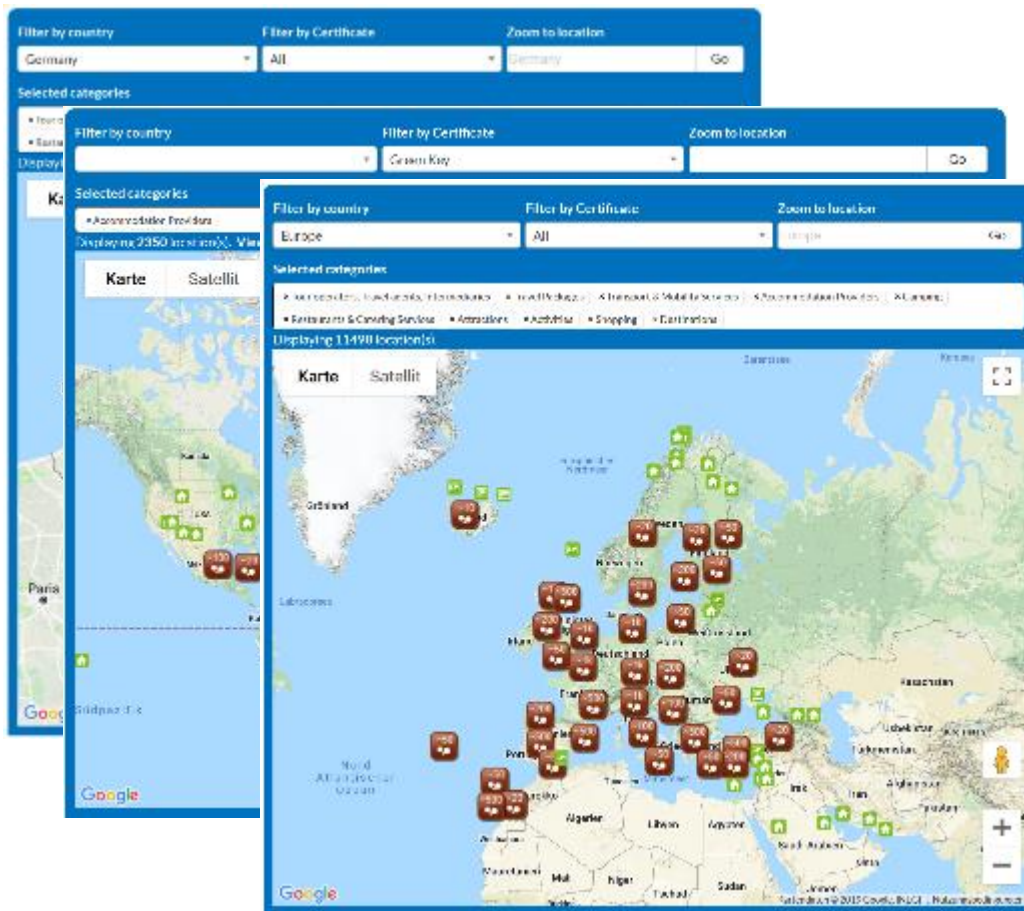
Germany 
The travel destination
www.germany.travel
▶ **Destination Germany - a Sustainable Experience**



bookdifferent

Pooling our tools

The **Green Travel Maps** for national tourism offices, booking services, tour operators and travel agencies.





Germany
The travel destination

www.germany.travel

► **Destination Germany - a Sustainable Experience**



bookdifferent





Travelport
Redefining travel commerce

► **CETS info system**


Travel Green Mediterranean: let's do it together!

- **Upgrading** the Green Travel Maps and Travel Green Europe app
- **Using** the EC Knowledge Alliance: TRIANGLE experience
- **Piloting** Going Green in a region, e.g. as Travel Green EUSAIR



Thank you for your attention!

Herbert Hamele

ECO  TRANS

herbert.hamele@ecotrans.de

Tourism2030.eu